

Paid for by Citizens Keeping Our Commitment Emily Fox, Treasurer

REPORT TO POLICE AND FIRE PENSION PLAN TASK FORCE May 6, 2009 by Morey Mechlin

- 1) Composition of campaign committee Diverse group of business owners, senior citizens, factory workers, lawyers, educators, not-for-profit executives and volunteers from all geographic areas of Springfield
- 2) Goal To support the City of Springfield by advocating for the 1-cent sales tax
- 3) Timeline Committee formed on December 23, 2008 allowing 6 weeks for campaign activities
- 4) Research Conducted a scientific survey with a +/- 5% margin of error

85% of respondents had read or heard either "a lot" (54%) or "some" (31%) information about the sales tax proposal. Respondents over 60 years of age were significantly more likely than younger respondents to have read or heard about the proposal. Awareness of the proposal increased with household income.

46% of respondents either "strongly" or "somewhat" favored the sales tax increase 40% of respondents either "strongly or "somewhat" opposed the sales tax increase 14% of respondents were undecided

Support for the sales tax increase was strongest among respondents with post-graduate education.

Reasons for supporting the sales tax increase:

- ✓ The need to make cuts in basic city services was the most convincing argument in favor of the sales tax (50% "very convincing" and 19% "somewhat")
- ✓ 42% of respondents said Springfield's obligation to fully fund the pension plan was a "very" convincing reason for supporting the sales tax increase
- ✓ Respondents with college and post-graduate education and higher-income households perceived the sunset clause as a "very" convincing reason to support the sales tax increase

Reasons for opposing the sales tax increase:

- ✓ Current economic conditions and the perception that the City had not thoroughly examined different options were regarded as "very" convincing by 57% of respondents. These two arguments became significantly less convincing as respondent educational levels increased.
- ✓ Lack of trust in city leaders and officials was considered a "very" convincing reason for opposing the sales tax increase by 40% of respondents. There has since been a study of social capital (i.e., trust) conducted by Missouri State University that is relevant to this discussion.

5) Election Day Results:

Registered voters 112,484

 Ballots cast
 19,293 (17.15%)

 Yes
 9,160 (47.71%)

 No
 10,041 (52.29%)

 Difference
 881 votes

If 441 voters who voted "no" had voted "yes," the proposal would have passed.